

Nuts and Bolts Business Issues: Employment Law, Cybersecurity, and Social Media

ANSI Legal Issues Forum 2016

Speaking Engagement

October 27, 2016 from 1:25 pm to 2:55 pm (EDT)

Washington, DC

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For many organizations, the question now is not whether to use social media in their businesses, but how. And as with any new aspect of doing business, there are several potential pitfalls that a company must be aware of to avoid running into legal difficulties. This panel will focus on:

- Common legal problems of engaging consumers through social media including sweepstakes, contests, blogs, and other promotions;
- Disclosure of confidential, copyright-protected, or trademark-protected information
- Defamation and violating the privacy or publicity rights of others
- Writing a good social media policy
- Working with influencers in social media
- Real-time marketing

Moderator:

Lorraine Carli, Vice President, Outreach and Advocacy, National Fire Protection Association (NFPA)

Panelists:

- Rose Auslander, Counsel, Carter Ledyard
- Jerry Ferguson, Partner, Baker Hostetler
- Gonzalo Mon, Partner, Kelley Drye
- A.J. Zottola, Partner, Venable

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